



State of Utah

Department of  
Agriculture and Food

Cary G. Peterson  
*Commissioner*

Kyle R. Stephens  
*Deputy Commissioner*



Where Life & Landscape  
Connect

MICHAEL O. LEAVITT  
*Governor*

OLENE S. WALKER  
*Lieutenant Governor*

# News

PContact: Larry Lewis (801) 538-7104  
Fax: (801) 538-7126

October 30, 2003

## GEORGE HOPKIN SELECTED ACTING DIRECTOR OF MARKETING AND CONSERVATION

Utah Commissioner of Agriculture and Food, Cary G. Peterson, today announced the appointment of George S. Hopkin as Acting Director of the Division of Marketing and Conservation. The appointment takes effect Nov. 1, 2003. Hopkin assumes the position following the departure of former director, Randy Parker, to the Utah Farm Bureau. Commissioner Peterson praised Parker's excellent contribution to the department and wished him well in his new position.

Hopkin will continue his duties as manager of the division's Environmental Quality Section. He will also supervise the division's CAFO (Confined Animal Feeding Operations), Ground Water Testing, Salinity, ARDL Loan, and Soil Conservation programs. He will oversee the division that employs a staff of 16 people and is responsible for several domestic and international marketing programs.

"I am honored to be asked to fill this important position", said Hopkin. "I look forward to working closely with Commissioner Peterson, our legislative and executive office leaders, as well as our farmers, ranchers, and environmental partners," he added. "I am also excited about continuing a positive relationship with former director Randy Parker, as he assumes his new leadership position at the Utah Farm Bureau. I have a great deal of appreciation for his accomplishments here at the UDAF," he added.

Hopkin plans to continue to devote his energies to the expanding environmental needs of the state's agricultural industry, particularly in the areas of AFO/CAFO, salinity, non-point source pollution, and ground water testing. He has been the manager of the Environmental Quality Section since 1991.

Hopkin was raised on a cattle ranch in Northern Utah and received a Bachelor of Science degree from Weber State University.

(more)

## Richard Sparks Named Marketing Program Manager

Commissioner Peterson also named Richard Sparks as Marketing Program Manager to head the marketing responsibilities for the division. Sparks has been the division's Marketing Specialist since 1998, and has promoted Utah agricultural products at numerous food shows and conventions. Sparks is the department's representative on the Utah Food Strategy Team that recently created the agri-marketing campaign called, "Utah's Own."

"I am asking Richard to carry on the aggressive and pro-active marketing campaigns that he has initiated during his years with the department," said Commissioner Peterson. "Richard has the vision and the drive that Utah agricultural producers need to help market their products," he added.

Sparks was born on an Iowa farm and is married to GeNeal (Myers). They have five children and two grandchildren. Sparks attended Weber State University on an athletic scholarship after attending junior college. He is a Vietnam veteran having served four years in the U.S. Air Force. Sparks has an extensive marketing background including membership at the Kansas City Board of Trade where he was a floor trader in the wheat pit. He was Marketing vice president of Farm Management Company and Marketing and Commodity News Director for Bonneville Market Information.

##



George Hopkin  
UDAF Acting Director of  
Marketing and Conservation



Richard Sparks  
UDAF Marketing Program  
Manager